

We are all well aware that text messaging has become the communication medium of choice for many people because of its cost effectiveness, simplicity, and reliability – especially among a younger demographic. Smart Phones and Internet connections have taken the place of our home “land-line” phones. Keeping pace with modern technology and employing the latest Policing methods is paramount to a pro-active, community focused police department.



The City of Allentown Police Department has partnered with Citizen Observer to offer a way for citizens to communicate with Police by using the latest technology methods. The product, Tip411, is an innovative service which is being used across the country. Tip411 allows anyone with a cell phone to provide information anonymously to our agency online or via a text message. This kind of ‘real-time’ capability enables the public to provide immediate information while maintaining anonymity.

The Tip411 system allows citizens to submit a tip without having to say a word, providing an unprecedented anywhere, anytime, silent, and anonymous approach to crime reporting. Text messages can be transmitted faster than voice calls, and can be sent even when voice traffic is jammed or signal strength is too low for a voice call. Tips can also be submitted online, via the Internet, for those who may not have cell phones but still wish to remain anonymous.

So how does it work? Follow these simple steps to send a tip and communicate with the Allentown Police anonymously.

FROM YOUR CELL PHONE:

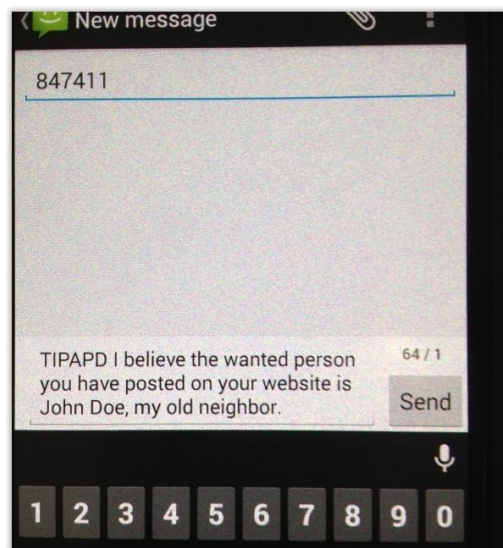
1. Begin a new text message.
2. In the “TO:” section, type 847411
3. In the “MESSAGE” section, type TIPAPD (followed immediately by the information you are providing)
 - a. EXAMPLE: TIPAPD I believe the wanted person you have posted on your website is John Doe, my old neighbor.

TIPS can also be sent to two other specific sections of the Allentown Police Department.

To send a message specifically related to a juvenile or juvenile crime, use YOUTHAPD in place of TIPAPD.

To send a message specifically related to drug or vice related crime or information, use VICEAPD in place of TIPAPD.

After you’ve hit SEND, you’ve opened a two way communication between yourself and the Allentown Police Department. You will receive a message from Citizen Observer indicating the message has been forwarded to the Allentown Police Department. The Allentown Police Department can respond to the sender to ask for additional information. You may be asked to provide more information specific to your



tip, in order for us to validate and investigate the information you are providing. If the sender does not want any further contact, the sender only needs to send “stop” via one more text and the contact between the citizen and the Police Department is broken. Please note that Text message charges may apply to your account, depending on the terms of the service. Remember, all communication remains anonymous at all times.

Tip411 is not a replacement for 9-1-1, and should never be used in a real emergency. Its purpose is to simply provide an anonymous outlet for reporting crime tips. In the event of an active incident or a life-threatening situation, always activate the Emergency 9-1-1 system first!